






Muhammad Asim

CONTACT

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ACCOMPLISHMENTS

- Top Salesperson of the year award 2015 - 3rd Position
- Top Salesperson of the year award 2014 - 3rd Position
- Top Salesperson of the year award 2011 - 2nd Position

SKILLS

- Communication
- Interpersonal
- Presentation
- Organization
- Time Management
- Active selling
- Key Account Management
- Business Development
- Supervision
- Negotiation
- Problem Solving
- Team Building
- Relationship Building
- Active Listening
- Market Research
- Microsoft Office Proficiency

PROFESSIONAL SUMMARY

High-achieving Senior Sales professional with extensive experience of business development and managing key account portfolio. Achieved year 2019, 2020 and 1st Quarter 2021 sales targets by focused planning and approach. Expertise in developing and retaining Key Accounts by maintaining strong customer relationship and timely fulfilling customer needs.

WORK HISTORY

SENIOR SALES EXECUTIVE (KEY ACCOUNTS) 01/2019 - Current
Al Rashed Cement Company - Riyadh, Saudi Arabia

- Managing and retaining key account portfolio of central region with total volume of approx. 55,000 metric tons cement and additives sales monthly.
- Handling customers portfolio of approx. SR.60 million.
- Generating sales from key account portfolio and from new business development to ensure meeting and exceeding sales target.
- Proud to have worked as key cement/additives supplier in Riyadh Metro project, Riyadh Rapid Bus Transit System project, Qiddiya project, North Housing project.
- Achieved year 2019, 2020 and 1st Quarter 2021 sales targets and delivered strong profitable growth in highly competitive market.
- Ability to communicate and build strong relationship with key stakeholders at all levels of organization including executive and C-level.
- Develop strategic planning for each customer to achieve desired results.
- Negotiate and finalize contract and terms of dealing with new customers.
- Maintain strong business relationship with all new and existing customers by providing timely supply, support and information.
- Collaborate with other departments to ensure customer needs are met on time with utmost satisfaction.
- Maintains quality customer service and resolve issues and complains on top priority.
- Team player with the ability to multitask and can work independently towards ambitious goal.
- Analyze Riyadh region's cement factories sales and assist Regional Manager in achieving monthly sales targets.
- Identifies market trends and competitor activities and submit monthly reports.
- As senior team member assists Regional Manager to prepare yearly sales budget forecast.
- Prepare, compile and submit region's Monthly Business Activity Report to head office.
- Regularly prepare and submit customer activity report, sales/recovery report and new projects report.
- As team leader, assist and guide team members to accomplish and exceed regional sales and recovery targets.
- Gather primary and secondary market data and analyze region's standing among other competitors and make action plan accordingly.

CERTIFICATIONS

- Effective Marketing Communication - 2013
- Excel for Managers - 2006
- Supervision Skills - 2005

LANGUAGES

Urdu: Native language

English: C2

Master or proficient

Arabic: B2

Upper intermediate

- As regional credit controller, follow up and guide other team members to comply and accomplish company's credit control policies, compile and analyze the data and submit monthly report with recommendations.
- Monitor customer's buying behavior and fine-tune strategies accordingly.

SENIOR SALES EXECUTIVE (KEY ACCOUNTS)

07/2015 - 12/2018

Al Rashed Cement Company - Jeddah, Saudi Arabia

- Managing key accounts of western region with total volume of approx. 40,000 metric tons cement and additives sales monthly.
- Handling customers portfolio of approx. SR.25 million monthly.
- Generating sales from key account portfolio and from new business development.
- Proud to have worked as key cement/additives supplier in Jable Omer project, Haram expansion project, Haramain high speed rail project, Jeddah new Airport project.
- Deliver strong profitable growth in highly competitive market.
- Maintains strong business relationships with all new and existing customers.
- Identifies market trends and competitor activities and submit reports.
- As a senior team member, prepares sales budget forecast for western region.
- Prepare, compile and submit monthly regional credit control report.
- Prepare and submit customer activity report, sales/recovery report and new projects report.
- As a team leader, assist and guide team members to accomplish and exceed regional sales and recovery targets.

SALES EXECUTIVE

04/2007 - 06/2015

Al Rashed Cement Company - Makkah/Jeddah, Saudi Arabia

- Developed and maintained solid base of loyal customers.
- Achieved monthly Sales and Recovery targets of approx. 25000 MT and 8 million respectively.
- Maintained quality customer service by regular follow up.
- Strengthened profitability by developing customer relationships and effectively managing time and resources to meet sales objectives.

EDUCATION

Master of Business Administration: Marketing

Institute of Business Administration - Sukkur, Pakistan

Bachelor of Commerce

University of Sind - Pakistan